



## **Barix Revolutionizes STL for Broadcasters with new Reflector Service**

*New Firmware and optional Reflector Service dramatically simplify setup of “STL over IP” applications for radio broadcasters*

**LAS VEGAS, April 12, 2010** — Barix AG, a pioneer in IP-based audio, intercom, control, and monitoring, is simplifying STL installations for its customers with a plug-and-play package that can have broadcasters on the air within a matter of minutes.

At the 2010 NAB Show, Barix introduces a new application package for its popular Exstreamer Audio over IP devices that both simplifies STL setup and includes the end points for its new revolutionary Reflector Service. The hosted application serves as an online “STL center” to configure and monitor the STL bridge while also providing a straightforward relay of the audio feed.

The application dramatically simplifies installations for broadcasters relying on basic high-speed internet connections for STL and point-to-multipoint distribution by eliminating firewall poking and costly static IP addresses that are difficult to configure. The Reflector Service even eliminates basic router forwarding configuration, as the devices are automatically partnered following connection to the Reflector Service via the World Wide Web.

Barix will offer the Reflector Service as part of a new low-cost STL “out of the box” package featuring the new Exstreamer 500, a low-cost version of the Barix Exstreamer 1000 Audio over IP device for professional radio broadcasting. The STL package, priced at \$1195 U.S., includes two Exstreamer 500 devices and activation of the Reflector Service.

“Larger broadcast companies and broadcast engineers operating their own networks have found it easy to establish IP-based STL connectivity with our hardware,” said Johannes G. Rietschel, CEO and Founder of Barix AG. “Many of our customers that use a basic internet connection to transport point-to-point audio have had challenges getting past firewalls and setting up static IP addresses. The Reflector Service essentially auto-configures the devices over the internet and serves as an intermediary; the encoder forwards the program audio to the server and the decoder pulls the stream. It’s an out-of-the-box solution that greatly simplifies the setup process for our customers, also adding powerful 24/7 monitoring and statistics.”

Initial setup requires opening an account at [www.barixreflector.com](http://www.barixreflector.com), plugging in the two Exstreamer 500 devices and entering the unique MAC address for each device into the web page. After (optionally) selecting audio quality and adjusting audio levels, the auto-configuration process enables communication between the server and the two devices, which are streaming live audio within minutes.



The Extreamer 500, like the Extreamer 1000, is a professional Audio over IP device designed specifically for radio broadcasters, offering a one-half, 19-inch rack mount solution with encoding and decoding capability. Like the Extreamer 1000 it also includes balanced inputs and outputs and a set of contact closure interfaces.

Barix will offer the Reflector Service free of charge to Extreamer 500 and 1000 customers for several months before charging a nominal annual fee. The monthly fee will add up to less than the cost of a static IP address, which ranges from \$20-50 per month. Hot standby/backup service and 24/7 monitoring of the stream will be made available at a later date.

All Barix products are inexpensive, low-power devices that are scalable to the growth of the operation; offer high reliability through a PC-FREE design with no moving parts; and serve as a flexible platform for integration into virtually any operation requiring audio transport and delivery over IP networks. Barix also offers its programmable BCL standard open to all customers to easily customize applications for specific needs. Local control, audio relay, and low-latency streaming are a few examples of custom programs using Barix' BCL software environment.

**About Barix AG** ([www.barix.com](http://www.barix.com))

Barix AG, headquartered in Zurich Switzerland, specializes in research and development of state of the art IP based communication and control technology. Barix products are stand-alone and able to remotely connect worldwide over standard networks / Internet offering new and improved solutions to the professional audio distribution, communication and automation industry. Barix products provide solutions in audio over IP (audio distribution and monitoring, communication, security) and automation (remote controlling, monitoring and maintenance).

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Barix AG, Seefeldstrasse 303, 8008 Zurich, Switzerland

Phone: +41 43 43322 11, Fax: +41 44 2742849

Barix Technology Inc, St. Paul, MN – (866) 815-0866

<http://www.barix.com>

<http://www.ip-audio.info>

<http://www.barixreflector.com>